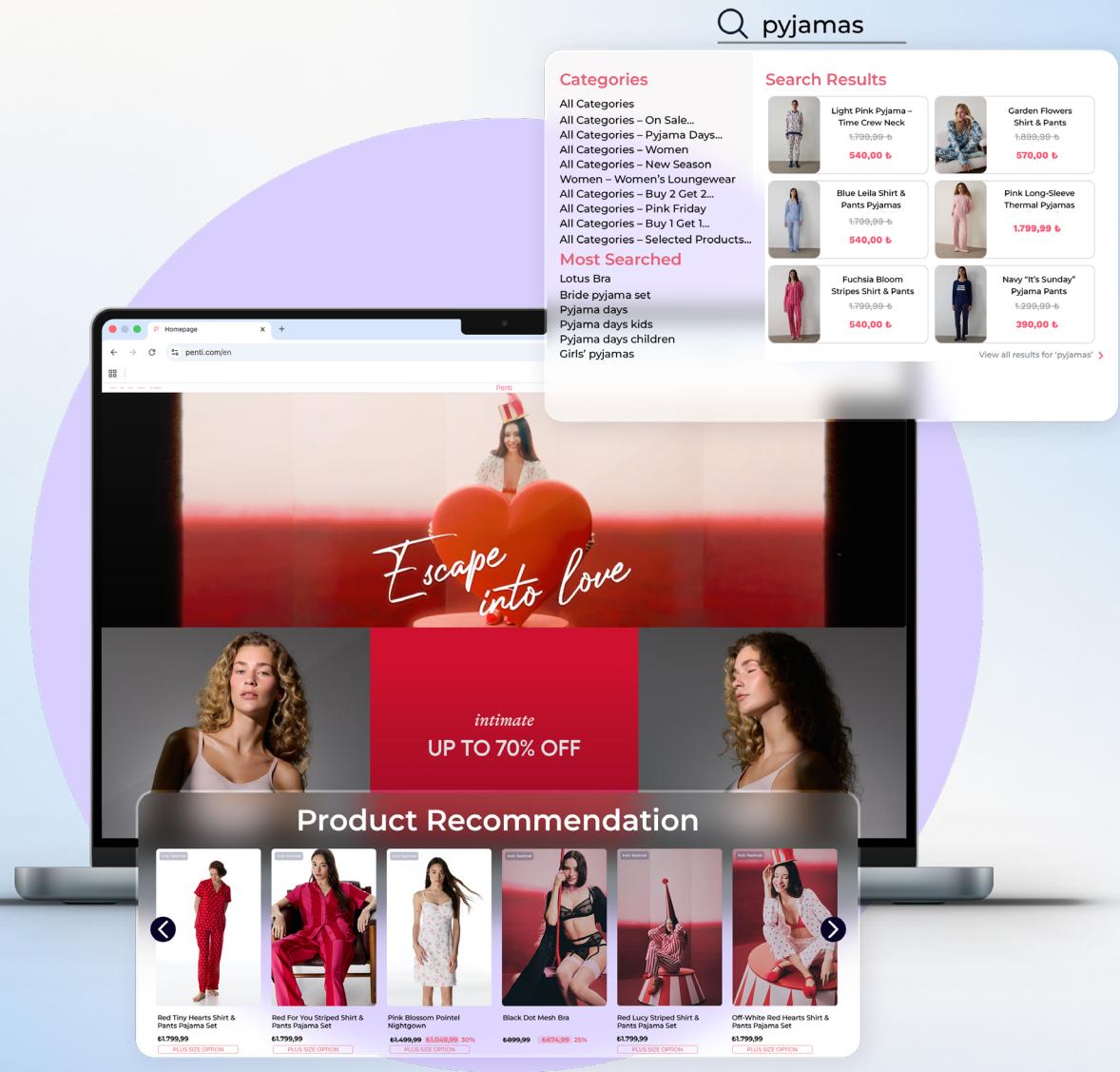


— Case Study —

# How a Leading Fashion & Lifestyle Brand Increased Its Digital Revenue Contribution Through Modular, Full-Funnel Personalization

- Product Recommendations
- Personalized Search
- Omnichannel Engagement
- Marketing Automation Chains



Q pyjamas

**Categories**

- All Categories
- All Categories - On Sale...
- All Categories - Pyjama Days...
- All Categories - Women
- All Categories - New Season
- Women - Women's Loungewear
- All Categories - Buy 2 Get 2...
- All Categories - Pink Friday
- All Categories - Buy 1 Get 1...
- All Categories - Selected Products...

**Most Searched**

- Lotus Bra
- Bride pyjama set
- Pyjama days
- Pyjama days kids
- Pyjama days children
- Girls' pyjamas

**Search Results**

 Light Pink Pyjama - Time Crew Neck 1.799,99 ₺ 540,00 ₺	 Garden Flowers Shirt & Pants 1.899,99 ₺ 570,00 ₺
 Blue Lila Shirt & Pants Pyjamas 1.799,99 ₺ 540,00 ₺	 Pink Long-Sleeve Thermal Pyjamas 1.799,99 ₺
 Fuchsia Bloom Stripes Shirt & Pants 1.799,99 ₺ 540,00 ₺	 Navy "It's Sunday" Pyjama Pants 1.299,99 ₺ 390,00 ₺

View all results for 'pyjamas' >

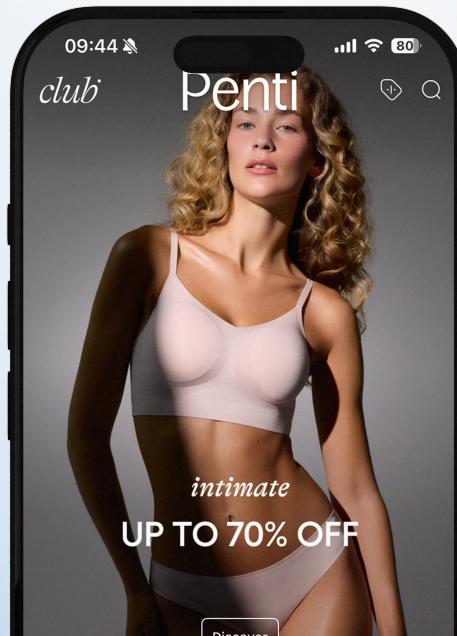
## Case Study

### — Industry Context & Execution —

**“Penti transformed its digital commerce experience into a scalable, data-led personalization engine with PersonaClick.”**

**Penti**, one of Turkey’s leading fashion and lifestyle brands, set out to evolve its digital commerce operations from channel-based execution into a **fully integrated, personalization-driven growth model**. With a broad product portfolio spanning apparel, hosiery, and lifestyle categories, and a high-volume omnichannel customer base, the brand’s priority was to translate diverse behavioral signals into measurable digital revenue at scale.

With **PersonaClick**’s modular personalization platform, **Penti** unified onsite experiences, mobile app engagement, and cross-channel customer communication under a single intelligence layer. Real-time product recommendations, behavioral automation, search personalization, and data-driven messaging enabled **Penti** to orchestrate the entire customer journey as a continuous, full-funnel personalization system rather than isolated campaigns.



## Case Study

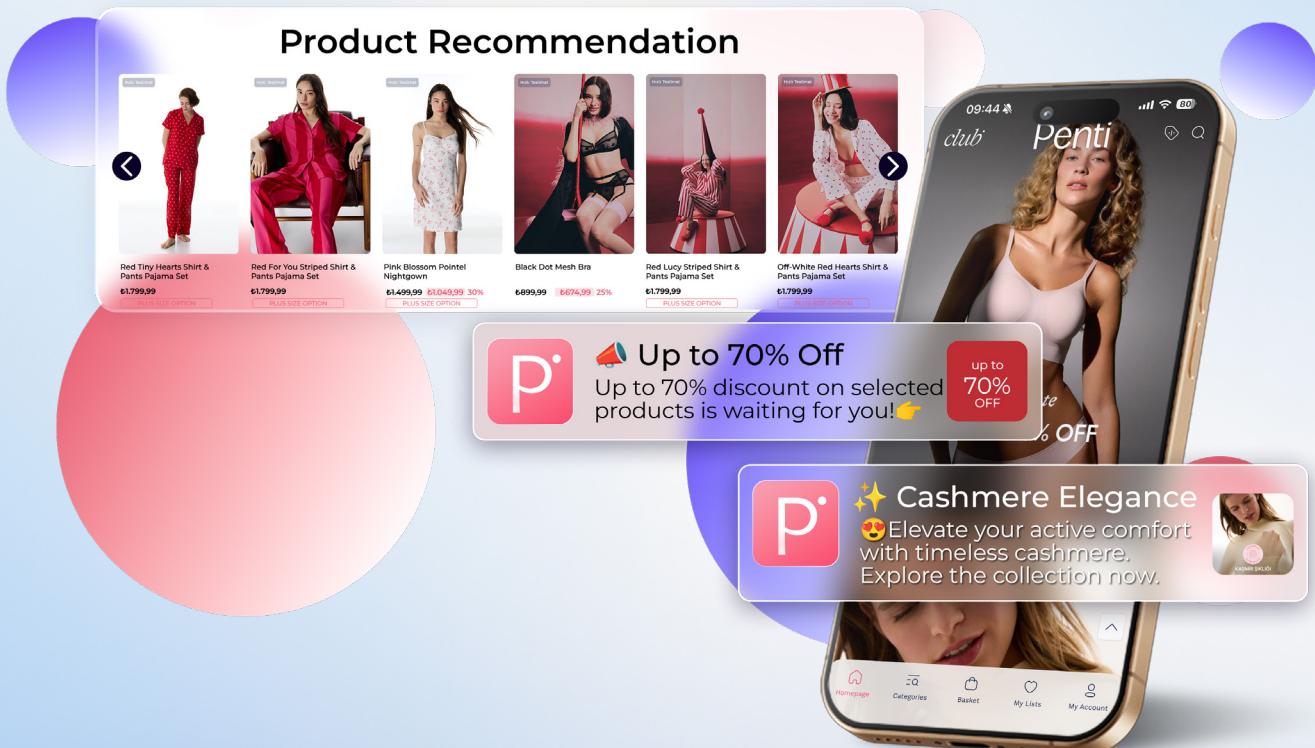
### — PersonaClick Scope & Activation —

**“Penti drives measurable digital growth by activating PersonaClick across onsite personalization and mobile engagement.”**

Product Recommendations are used from product pages through the cart, with Penti’s best performing recommendation widget being “Similar Products” on PDP, reaching 26% CTR.

App Push is one of Penti’s go-to channels for driving conversions, executed in both bulk and automated formats, with 1.1B push notifications sent in a year.

Across PersonaClick’s advanced solutions, Penti reports 20% monthly assist in revenue and 31.7% of transactions driven through PersonaClick, with the active solution set listed as Product Recommendations, Search, Cross Channel Communications, and Automated Messages.



## Case Study

### — Key Results & Highlights —

#### Product Recommendations

Achieved

# 26% CTR

with the best-performing  
“Similar Products” widget  
on product detail pages.

Driving engagement from PDP  
through the cart experience.

#### Cross-Channel & Automated Messages

Contributed to

# 20%

monthly revenue assist  
through personalized  
customer communications.

Supporting conversions across  
digital touchpoints.

#### Mobile App Push

# 1.1B

push notifications  
sent annually  
via bulk and automated  
app push campaigns.

One of Penti's primary  
conversion-driving channels.

#### Overall PersonaClick Impact

# 31.7%

of transactions  
driven through  
PersonaClick's  
advanced solutions.

Positioning personalization  
as a direct revenue contributor.

*Together, these results highlight  
how personalization directly supports  
Penti's digital revenue performance.*

## Case Study — Closing Notes —

Thanks to the structure we have built with **PersonaClick**, we now have a powerful system that allows us to manage customer communication from a single point. By bringing online and offline data together, it enables us to deliver a holistic customer experience. From in-app notifications to email and web push, we are able to reach our customers at the right time and on the right channel. We now manage our retail approach in a smart, measurable, and efficient way. For us, **PersonaClick** is not just a technology provider but also a trusted partner that supports our strategic decisions.

Senior Performance  
Marketing Manager, **Penti**  
**Dorukhan Girgin**

**Penti** is a strong example of how personalization, when approached not as a tactic but as a holistic system, can create real value. When data, application, and modular capabilities work together, personalization moves beyond being a testing ground and becomes a direct driver of digital revenue; the work we have done with **Penti** is a powerful example of this...

CEO **PersonaClick**  
**Gürhan Işık**

Book a Demo

<https://personaclick.com/request-demo/> 